



GRASS routes

**Alberta
Cattle
Commission**

The Alberta Cattle Producer Monthly Update

July 1998

Call us at (403) 275-4400

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ACC Seeks Check-off Increase

Alberta cattle producers will be asked to approve a 50 cent increase in the Alberta Cattle Commission (ACC) check-off at the fall producer meetings.

The proposed check-off increase will be presented as part of a new five year plan outlining the ACC's program priorities and how these activities will fit with national promotion, market development and research initiatives. The vote will take place at the ACC fall producer meetings late October and early November. The plan will be included in the ACC annual report mailed to producers in early October.

"I was very pleased with the discussion by delegates during deliberations at the semi annual meeting," says ACC Chairman Dale Wilson of Rosedale (left photo). "Delegates are united in their view we should go to producers and ask if they're prepared to support an increase."

The check-off is collected each time an animal is sold. It has been at the \$1.50 level since 1987. Wilson adds, "Inflation has eaten away at it in that period of time."

At the end of the fiscal year, the ACC will be at the minimum level of producers' equity to ensure the ACC has sufficient cash to meet all of its commitments. Wilson feels a funding increase is needed or activities such as promoting beef to consumers, developing new markets, representing producers' interests to government, conducting proactive issues management with the public, and research funding could be in jeopardy.

Compounding this is the pending national check-off of one dollar which would leave Alberta with only 50 cents per head with which to operate.

Wilson concludes, "This leaves us in a tough situation in Alberta because if we have to cut back, programs will have to be eliminated. By continuing the current programs with no increase, we create a \$700,000 deficit."

ACC Activities

The Alberta Cattle Commission (ACC) is active on numerous issues which sometimes are not reported in the newsletter due to space limitations. This column highlights some of those issues:

Lease Review Report

The ACC government affairs committee met with MLA Tom Thurber, chairman of the government lease review committee, to discuss the lease review report and recommendations. A working group has been formed to develop and present the ACC's position to the government at a future meeting.

School Programs

The ACC is the largest funder of the Classroom Agriculture Program (CAP) where producers teach grade four students about agriculture. This year CAP reached over 25,000 students in 639 schools across the province. Since its inception, the program has reached over 315,000 students. The Beef In the Classroom (BITC) program sends professional home econo-

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Alberta Beef Producers Chuckwagon

A group of cattle producers, companies and organizations including the Alberta Cattle Commission got together to sponsor Troy Flad's (from Bodo, Alberta) chuckwagon outfit. Troy (middle photo) carries the bright yellow Alberta BEEF Producers canvas.



Delegate Elections

Nominations Open For ACC Delegates

Nomination for Alberta Cattle Commission Zone Representative

I hereby nominate:

Name: _____

Address: _____

Phone: _____

To run as Zone Delegate in Zone # _____

Name: _____

Address: _____

Phone: _____

I am an *eligible producer:

Signed _____

(NOMINATOR)

I hereby accept this nomination and I am an *eligible producer.

Signed _____

(NOMINEE)

*Eligible Producer:

- a) "Eligible producer" means a person who has, during 1997 or 1998, sold cattle in his or her name and paid a fee to the Commission or to another person on behalf of the Commission. A corporation is also considered a person. All "eligible producers" must reside in the zone in which they are voting.
- b) "Agent for an eligible producer" means a person who has been appointed to vote on behalf of a corporation. This appointment must be made in writing to the Commission prior to the vote being cast.
- c) Individual "eligible producers" cannot appoint agents for themselves. There will be no voting by proxy.

Please send the completed form and a 50-75 word resume to: Alberta Cattle Commission #216, 6715 - 8th Street NE, Calgary, Alberta, T2E 7H7. Phone 275-4400. Fax 274-0007. Nominations must be mailed, faxed, or delivered to the office no later than August 28, 1998.

Nominations are now open for Alberta Cattle Commission (ACC) delegate elections. Twenty-nine delegate positions are available throughout the nine zones. A delegate is elected for a two year term and is responsible for representing the interests and concerns of producers in his/her area.

Any eligible producer can run as a candidate. The nomination form (left) outlines eligibility criteria. Nominations close August 28, 1998. If you have any questions please call the ACC office in Calgary, (403) 275-4400.

Elections will be held throughout Alberta in late October and early November. Watch for meeting details in your mail early October in the ACC annual report.

ACC Activities

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mists and nutritionists into high school food science classes to teach students about beef. The program is available in Edmonton, Calgary, Lethbridge and was recently introduced to Grande Prairie and Fort McMurray.

Managing Grizzlies Workshop

The ACC and Alberta Environmental Protection held a grizzly bear management workshop early June. Over 75 people attended (mostly producers) to learn about bear ecology, behavior and management techniques such as electric fencing and using bear dogs to train grizzlies.

Government Red Meat Reception

The red meat sectors (beef, pork and lamb) held a reception for ministers and MLAs in April. The reception was very well attended providing an excellent opportunity for ACC directors to discuss and pursue industry issues.

Trade Missions

The ACC, Alberta Agriculture and the Canada Beef Export Federation will co-host seven trade missions over the summer for beef buyers from Hong Kong/China, Korea, Japan, Mexico and Taiwan. The trade missions offer foreign buyers the opportunity to personally meet Alberta cattle producers and discuss our production practices.

Growing Alberta Campaign

The ACC has been a strong supporter of the Growing Alberta campaign (\$130,000 to date) telling urban Albertans that agriculture is committed to building a healthier environment and delivering safe food to consumers' tables. The spring phase of the campaign reached 1.9 million Albertans through magazine, newspaper and radio ads. The next campaign phase will correspond with the Thanksgiving holiday and agriculture week in October.



Industry News

New Flaring Limits Proposed

The Alberta Cattle Commission (ACC) is pleased with recommendations by the Clean Air Strategic Alliance (CASA) to reduce solution gas flaring in Alberta. As a member of CASA's flaring project team, ACC General Manager Gary Sargent believes very substantial reduction targets have been set.

"I think producers who have been bothered by the effects of flares on their cattle will feel the recommended reductions are headed in the right direction," says Sargent.

Sargent says some cattle producers might feel the reduced flaring is not coming quickly enough. He points out there's an economic cost factor associated with many of the steps to be taken and the petroleum industry has agreed to voluntarily participate - something he says is extremely positive.

It's recommended that there be a voluntary 15 per cent reduction in gas flaring by the year 2000 and a 25 per cent reduction by the end of 2001. In the long term, CASA proposes flaring be reduced by up to 70 per cent by the end of 2006 or 2007.

The flaring issue was raised in a 1996 ACC report on the impact of the oil and gas industry on cattle production. The report talked about reducing, eliminating or improving the efficiency of flaring.

"This resulted in the formation of the flaring project team and we now see the benefits of that work," adds Sargent.

Canadian Cattlemen's Association 1998 National Convention and Trade Show



August 6 - 8, 1998
Mayfield Inn,
Edmonton, AB

The Canadian Cattlemen's Association National Convention is back in Alberta for 1998!!!

An excellent lineup of speakers has been arranged including keynote speaker, **Dennis Avery**, author of the book ***Saving the Planet with Plastics and Pesticides***. In addition, other national leaders will bring you up to date on the issues affecting our industry including consumer demands, the new national identification program, and domestic and international marketing.

Also included is a **trade show** featuring new products and services from industry suppliers, two **industry tours** and two social events - the **golf tournament** and **President's Reception** on August 6, and a **barbecue** and **entertainment evening** at Fort Edmonton Park on August 7, 1998.

Don't miss this excellent opportunity to meet with producers and industry partners from across Canada and to learn what you can do to ensure the viability of the Canadian cattle industry into the new millennium.

The host hotel for the 1998 CCA National Convention is the **Mayfield Inn**. A block of rooms have been set aside for producers attending this convention. Producers are encouraged to book their hotel rooms early. Call the **Mayfield Inn** direct at 1-800 661-9804.

To register or for more information call the Canadian Cattlemen's Association convention office at (403) 236-3659 (phone and fax).

TENTATIVE AGENDA:

THURSDAY, AUGUST 6, 1998

8:00 a.m. - 12:00 noon

8:00 a.m. - 5:00 p.m.

12:00 noon - 6:00 p.m.

6:00 p.m. - 10:00 p.m.

FRIDAY, AUGUST 7, 1998

8:00 a.m. - 5:00 p.m.

6:00 p.m. - 10:00 p.m.

SATURDAY, AUGUST 8, 1998

8:00 a.m. - 12:00 noon

Half Day Tour

Full Day Tour

Golf Tournament, The Ranch Golf & Country Club

President's Reception, The Ranch Golf & Country Club

Convention and Trade Show

BBQ & Entertainment Evening, Fort Edmonton Park

Convention and Trade Show



National Update

Cows Add to a Healthy Environment

Greenhouse Gas and Cattle

The world is beginning to recognize how much the cattle industry contributes to a healthy environment.

Agriculture, and grasslands in particular, are the new North American focus in reducing greenhouse gases in the atmosphere. It's long been recognized that trees remove carbon dioxide from the atmosphere - it's now known that grasslands are even more effective. Needless to say, a healthy cattle industry ensures that a significant land base is kept in grasslands.

The Canadian Cattlemen's Association (CCA) participated in a recent bi-national workshop hosted in Calgary by the American Soil and Water Conservation Society. At that meeting Canadian and American researchers, government officials and industry representatives discussed the importance of recognizing agricultural lands as a greenhouse gas sink at the international level when each nation's required reduction of greenhouse gas emissions is negotiated.

Cattle and the environment will also be on the agenda of the CCA Semi-Annual Meeting and Convention, August 6-8, in Edmonton. The theme of the Convention is **Beef For A New Tomorrow**. One of the keynote speakers is Dennis Avery of the *Center for Global Food Issues* who has written a provocative book titled *Saving The*

Planet With Plastics and Pesticides. His message is that intensive agriculture is better for the environment. For more information on attending the convention contact Gina at the CCA convention office, (403) 236-3659.

Safe Food Handling Awareness

The CCA is a founding member of the Canadian Partnership for Consumer Food Safety Education, a group preparing a major safe food handling awareness campaign in Canada.

Almost 70 per cent of Canadian consumers rank bacteria that may cause food poisoning or illness as their number one food safety concern. Major players in the Canadian food industry have joined with the Canadian Food Inspection Agency and Health Canada to form the partnership which will increase awareness.

When the national safe food handling awareness campaign kicks off this fall, it will emphasize four key messages:

- CLEAN - wash hands and surfaces often,
- SEPARATE - don't cross contaminate,
- COOK - to proper temperatures, and
- CHILL - refrigerate promptly.

National Cattle Identification Program

Canadian Cattle Identification Agency (CCIA) ear tags trials are well

underway across Canada. Twenty different types of tags are being tested in approximately 80 herds for retention, readability, cost and ease of application. Feedlot and packing plant trials designed to resolve the issue of maintaining individual identification from live animal to carcass up to the point of meat inspection will begin this fall. Once an effective method of individual identification is established, a voluntary system of tagging will begin in 1999. More than 50 per cent of Canada's beef and cattle are exported and our international customers may soon require a traceback system be in place to continue accepting our beef and cattle. The CCIA is anticipating and preparing to meet those requirements. Watch for further updates.

Latest Beef Consumption Numbers

New information released on the per capita consumption of various foods shows that Canadians continue to recognize the role of meat in a healthy diet. Canadians are consuming and enjoying meat in the same amounts as in years past. While red meat consumption is down slightly from the previous year, the Beef Information Centre points out that beef remains Canada's most popular meat. On a boneless basis, Canadians consume about 40 per cent more beef than chicken annually.

ACC Market Information Service

Slaughter Information (403) 274-4340

Feeder Information (403) 274-4345

or visit our web site at www.cattle.ca

It's been recommended that the market information service be discontinued. What do you think? Phone or email your comments to:

acc@cadvision.com

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